



Professional Bio

As a graphic design and communications expert, Paris Ashton has managed the Virginia Office of Graphic Communications (OGC) for more than fifteen years overseeing business development while steering the office's creative direction. Established in 1980, OGC is a full-service creative resource that is 100% self-sufficient and bills back for services to state agencies, colleges and universities, local government and non-profit organizations.

Working with the Governor's office, state agency representatives, and private partners, Paris has been the creative lead for numerous projects and statewide initiatives in the Commonwealth. Her work includes the creation of the Virginia Rules Instructor's Kit and website for the Office of the Attorney General, the Governor's Office New Parent Kit and the Infant and Toddler Connection for the Department of Behavioral Health. She worked with the newly formed Office of the Secretary of Technology to support their strategic communications efforts by designing communication materials that included the agency's strategic plan, technology initiatives and conference agenda. Invited by the Department of the Treasury, Paris served as the creative consultant and created design proposals for the Commonwealth's Commemorative Quarter. Her designs were given to the Governor and the U.S. Mint and presented to the public for a vote. More recently, Paris served as a member of the Executive Committee for the Civil Rights Memorial Symposium and Dedication. She provided consultation on communication strategy, event planning and fundraising, as well as helped spearhead the creative aspect and design of the informational and promotional materials.

Previously, Paris was employed by AT&T Technology Systems, W.M. Brown & Son (a high quality color printing company), a religious organization and several small marketing firms before starting her career in public service at the Department of General Services. She also established her own freelance design business and has been an adjunct faculty member at Virginia Commonwealth University's School for the Arts.

Paris graduated from Virginia Commonwealth University's, nationally recognized School for the Arts, with honors, where she also attended the Master of Fine Arts program. Her continuing education includes business management and processes, marketing and public relations, personnel management, state government and procurement policies, as well as graphic design software and processes.

She has been a member of the Virginia Government Communicators and of AIGA, the professional association for design. Her work is recognized by PRSA: Public Relations Society of America, AIGA, PIVA (Printing Industries of Virginia), American Library Association and the IABC (International Association of Business Communicators).

RESUME

My desire is to fully utilize my creative problem solving, communication, management, marketing, customer service, and design skills in a manner that contributes to the success of an organization and the people they serve.

EDUCATION

- 1990 Virginia Commonwealth University
Richmond, Virginia
Communication Arts and Design
Masters Of Fine Arts
Visual Communications
- 1985 Virginia Commonwealth University
Communication Arts and Design
Bachelor of Fine Arts
Graphic Design (Cum Laude)

TECHNICAL KNOWLEDGE

Macintosh: Adobe Creative Suites, Quark,
Microsoft Office, PeopleSoft, and eVA (state procurement)

Web Design: Creative lead and project manager

MEMBERSHIPS

Virginia Government Communicators
AIGA

AWARDS

PRSA: Public Relations Society of America
AIGA, the professional association for design
IABC: International Association of Business
Communicators
PIVA: Printing Industry of Virginia
American Library Association

PROFESSIONAL EXPERIENCE

1991-Present
Creative Director, Graphic Designer
Virginia Office of Graphic Communications
Department of General Services, Director's Office
Richmond, Virginia
Responsibilities include:

- Operational, fiscal, and personnel management for a non-general fund state office that recovers all cost for services.

- Business development, marketing and sales. Includes business, budget, marketing and strategic plan development; sales presentations, detailed proposals and estimates.
- Personnel management includes development of performance plans and evaluations, interviewing, hiring and mentoring employees.
- Concept, design, art direction, production and print management services for a variety of state agencies, colleges and institutions. Projects include informational/service/direct mail brochures and posters, university brochures and bookstore catalogs, exhibition displays, logo and identity campaigns, websites, books and newsletters.
- Account management and customer service.
- Freelance, photography, copywriting and print procurement.

Q4L Marketing, Inc.

Art Director
Richmond, Virginia
Responsibilities include:

- Concept, design, art direction and production of advertisements for national trade publications. Projects include product catalogs, direct mail brochures, posters and point of sale materials.
- Media, print and art buying.

Adjunct Faculty
VCU School for the Arts
Communication Arts and Design

Owner, Freelance Art Director
Paris Ashton Graphic Design

Graphic Designer
W.M. Brown and Son
(Cadmus Promotional Printing)
Richmond, Virginia

- Responsibilities include all aspects of mechanical art production for four-color process printing.
- Design of high quality four-color marketing materials.